



FREIGHT TRANSPORTATION FRAMEWORK STUDY

Strategies Moving Forward

Sun Corridor Retreat
March 6, 2013

JOINT PLANNING ADVISORY COUNCIL

A Planning Partnership for the Arizona Sun Corridor



STUDY FINDINGS & ACTIONS

Freight Development Opportunities

Tim Strow
Freight Study Project Manager

Big Picture

1. Near Shoring
2. East to West
3. Anchor Market



Legend

- Major City
- ⚓ Major Port (Existing & Future)
- 🚚 Major Land Port of Entry
- 📦 Joint Planning Advisory Council Area

Transportation

- Major Roadway Linkage
- Other Roadway
- Major Railway Linkage
- Other Railway
- Proposed Future Interstate

PARSONS
BRINCKERHOFF

Freight Focus Areas

Four examples

Freight clusters for the Sun Corridor

Maricopa

Phoenix Mesa Gateway

West Valley

Discovery Triangle

West Phoenix

Grand Avenue

Deer Valley

West Chandler

Surprise

Pinal

Pinal Airpark

La Palma

Eloy (Interstate 8 / Interstate 10)

Maricopa / Casa Grande

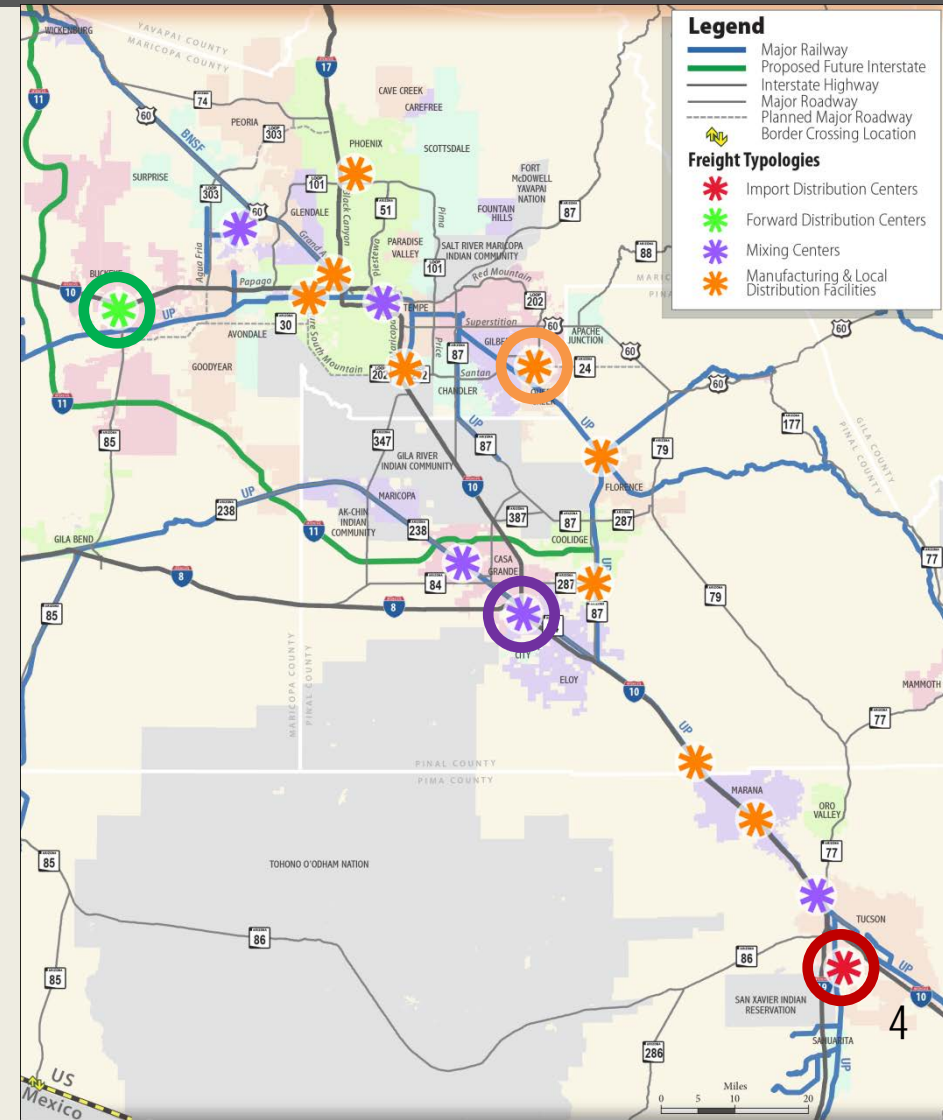
Magma Rail Road

Pima

Tucson International Airport

North Tucson

Marana



Recommendation #1

Coordinate regionally to position and market the Sun Corridor for freight related economic development

Coordinate freight transportation, land use, economic development and marketing to implement the regional freight framework

Emulate coordination and 'one-stop shop' approach successful in other regions

Build upon existing organizational frameworks

Clarify existing and future roles of related entities





Meeting the Challenge

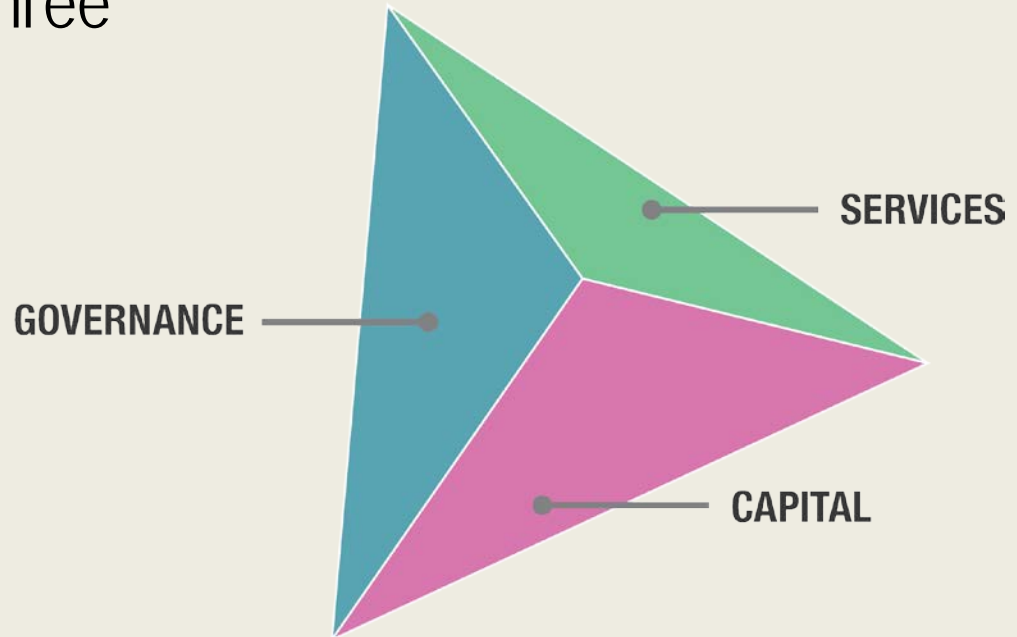
Positioning the Sun Corridor in the Global Supply Chain

Joe Bryan
Freight Practice Leader

Meeting the Challenge

JPAC seeks answers on how to best capitalize on the Big Picture

White papers discuss three specific strategies and propose next steps



Today's Focus Governance

Reviews **case studies** from practice leaders

Key characteristics Sun Corridor must address to coordinate

Recommendations, next steps and short term **action plan**



Chicago Region Environmental and Transportation Efficiency Program (CREATE)



Organized railroad interests to address significant freight and passenger bottlenecks

Relevance

Many partners with broad responsibilities

Operates by consensus

Alameda Corridor Transportation Association (ACTA)



Fund and construct railroad for
Ports of Los Angeles and Long
Beach

Relevance

Regional planning identified need

Support among large and diverse
group of stakeholders

JPA established clear lines of
authority and responsibilities

Florida Seaport Transportation and Economic Development (FSTED) Program



Fund and maintain seaport facilities as state economic engine

Relevance

Focused on freight driven economic development

Statewide interest and economic importance

State legislation provided authority and funding

The Freight Action Strategy for the Everett-Seattle-Tacoma (FAST) Corridor

Corridor partnership for joint project funding plan for Ports of Seattle and Tacoma

Relevance

Regional planning identified and developed program

Broad coalition base: 26 cities, counties, state and federal, seaports, railroads and private interests

Funding contribution by all partners



Kansas City (KC) SmartPort



Capitalize on strategic position for logistics hub

Relevance

Regional planning and Chamber of Commerce initiative

Multilateral advocacy organization of local, public and private interests

Funding by membership



LESSONS FROM PRACTICE

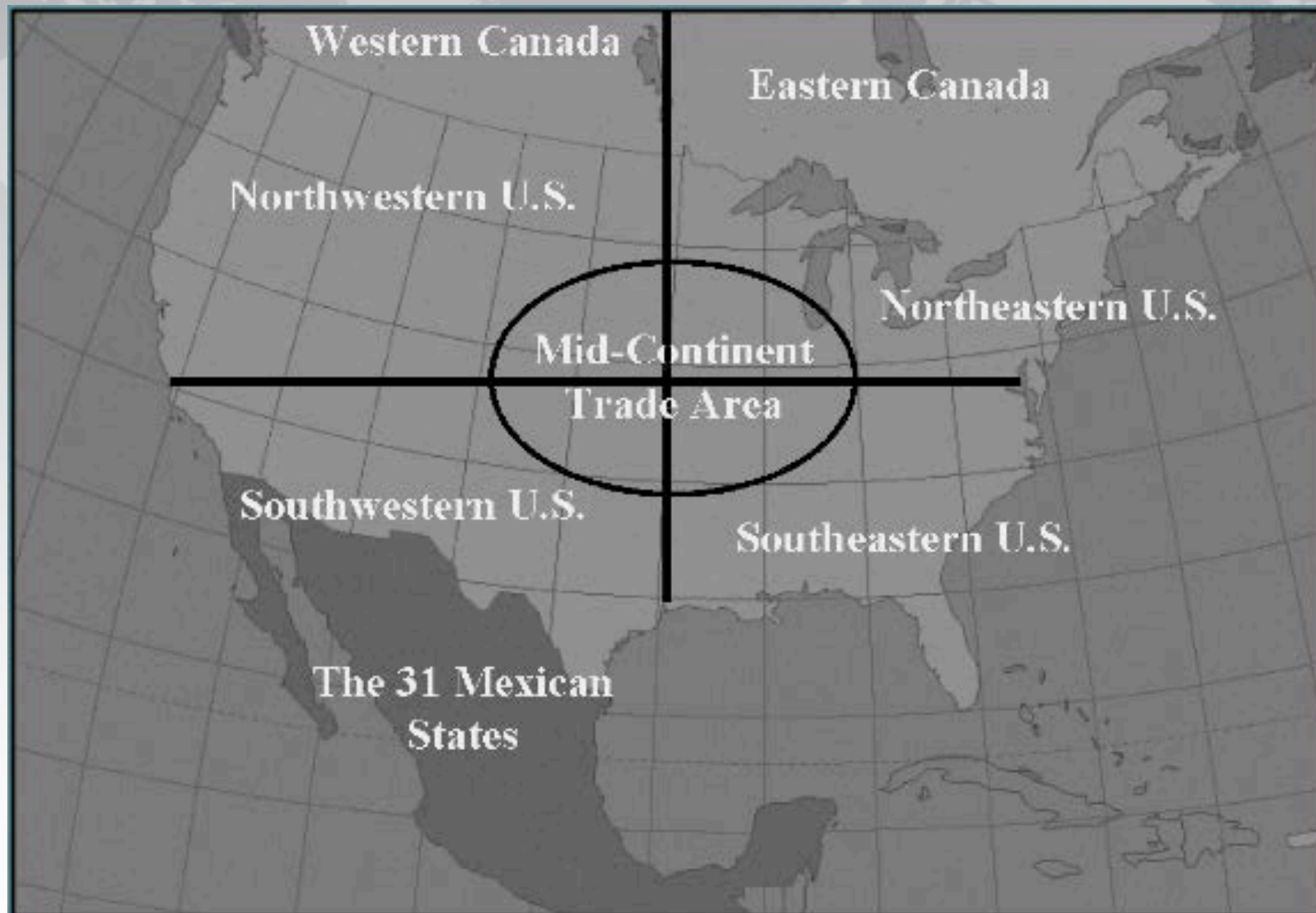
Organizing Locally to Capitalize on Strategic Position

Chris J. F. Gutierrez
President
Kansas City SmartPort, Inc.



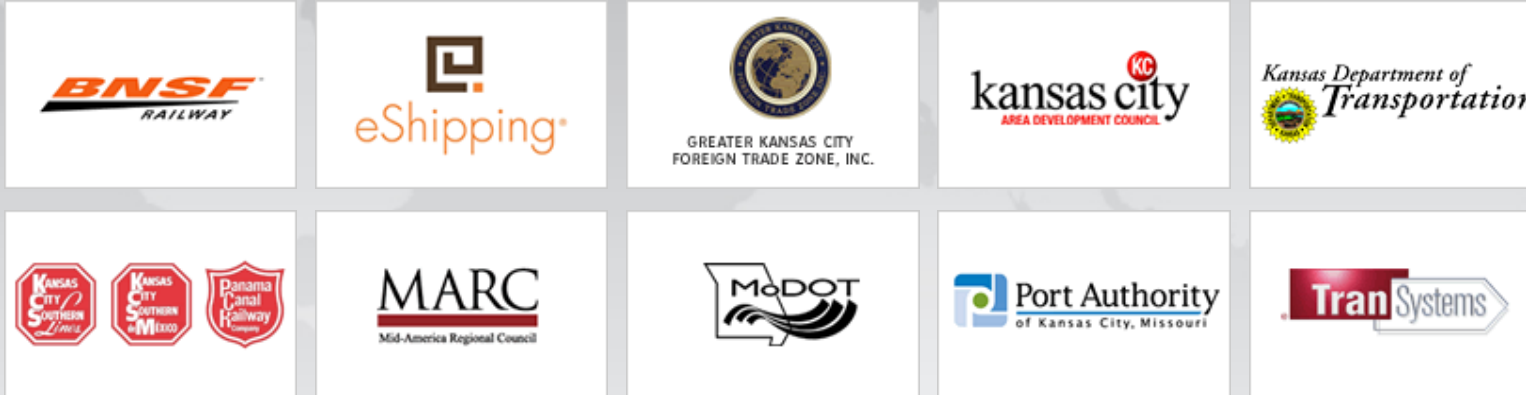
WHAT IS KC SMARTPORT?

- KC SmartPort represents the 18-county, bi-state, Kansas City Region
- KC SmartPort is a non-profit economic development organization that promotes and enhances the KC region's status as leading North American logistics hub



KC SMARTPORT INVESTORS

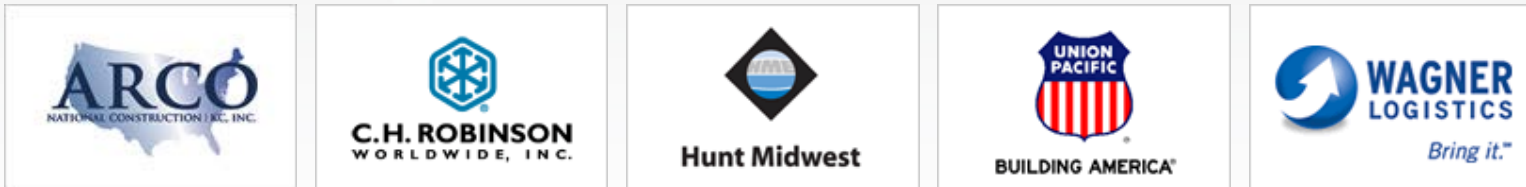
BOARD LEVEL



PINNACLE LEVEL



GOLD LEVEL



WHAT WE DO

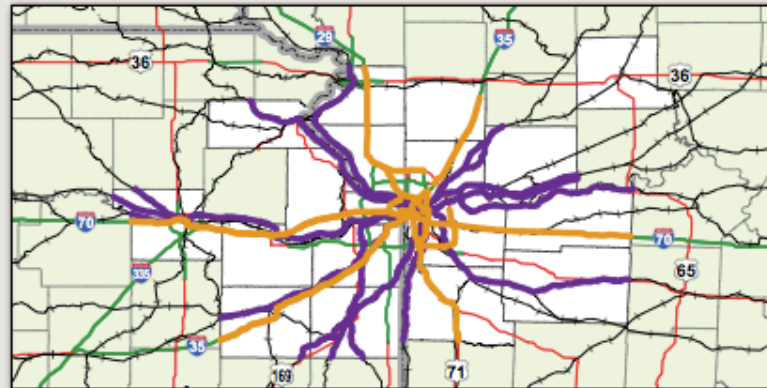
KC SmartPort's role in area-wide business attraction:

- Actively promote the KC region as the business location of choice
- Position the area competitively against other major metros
- Help companies from outside the region find the location best suited to their needs
- Facilitate final negotiations between the company and selected community

GOALS

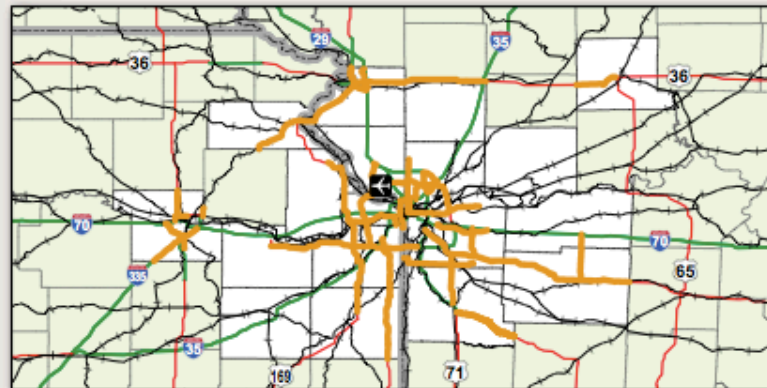
1. Directly participate in increasing community wealth through job creation and capital investment by attracting new employers to KC (payroll)
2. Directly participate in recruiting, retaining and/or expanding freight based companies to the region (sq. ft.)
3. Execute a marketing strategy that positions the KC region nationally as the “Supply Chain Center” of the U.S.
4. Develop and manage an organization characterized by financial health and satisfied investors/members.

Freight Corridors



National Corridors

- Truck
- Rail
- Interstates
- Major Highways
- Railroads



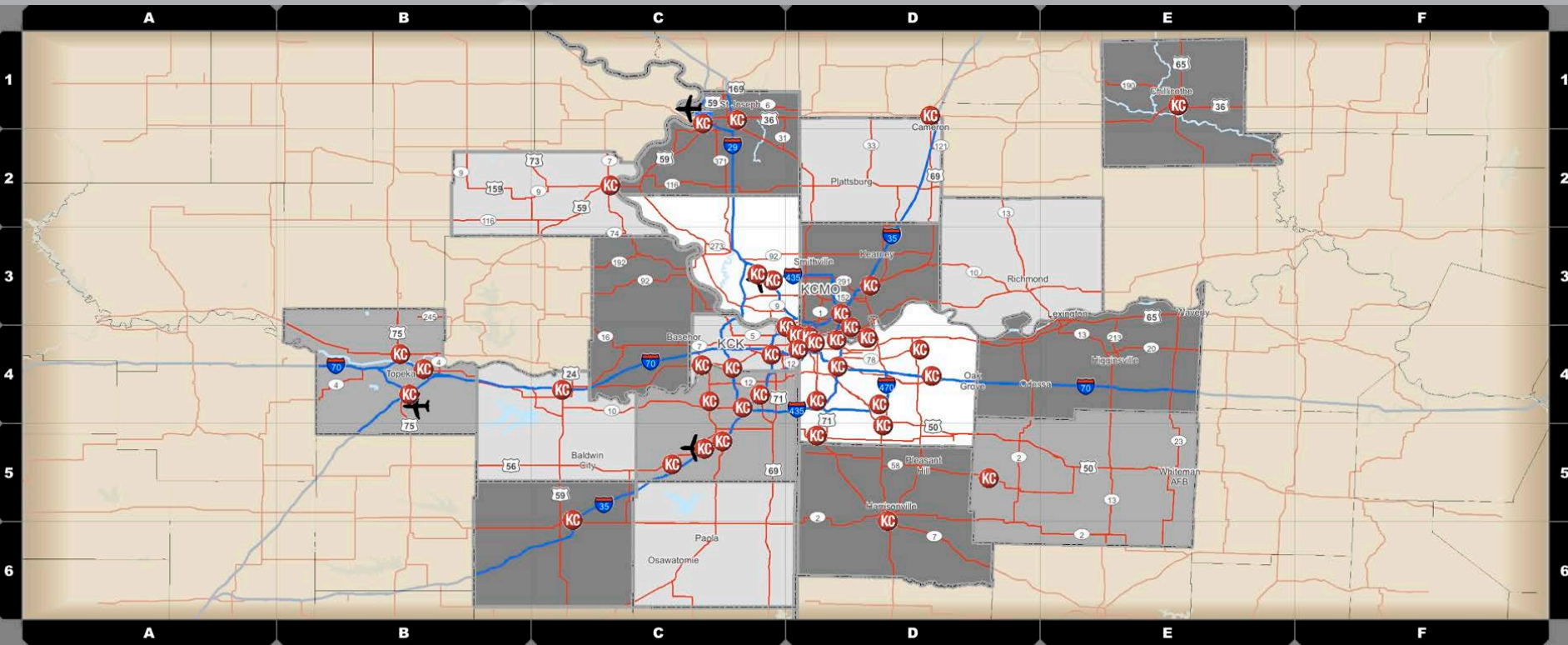
Regional Corridors

- Airports
- Truck
- Interstates
- Major Highways
- Railroads



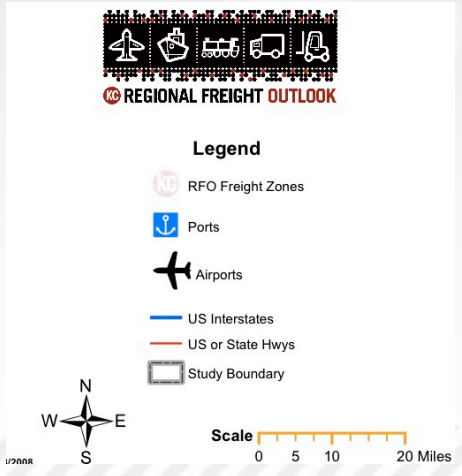
Local Corridors

- Airports
- River
- Truck
- Rail
- Interstates
- Major Highways
- Railroads

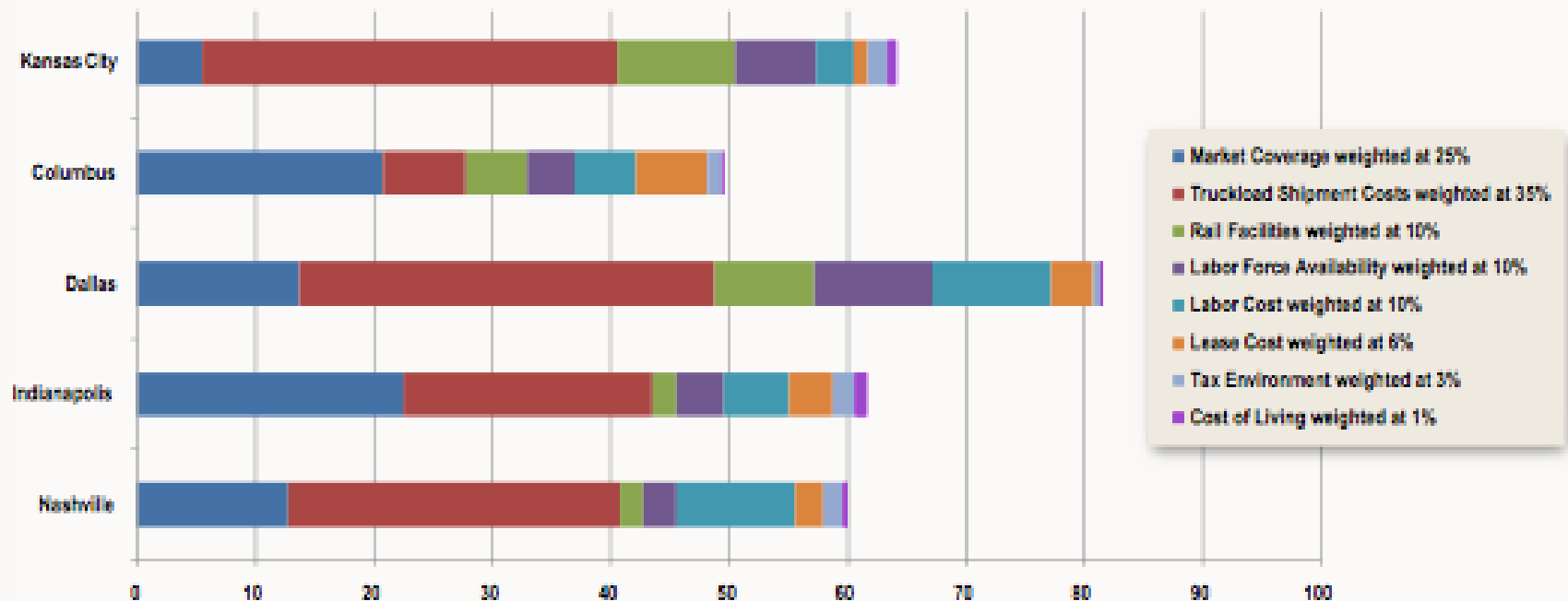


Kansas City Regional Freight Zones

Topeka Central	B4	Kaw Valley - K-32/K-7	C4	Front St. / I-29	D4
Topeka Northeast	B4	Lawrence North	C4	Front St. / I-435	D4
Topeka South	B4	KC Logistics Park	C5	Lake City	D4
St. Joseph East	C1	New Century Air Center	C5	Lee's Summit North	D4
St. Joseph West	C1	Olathe - Lone Elm Corridor	C5	North Kansas City	D4
Atchison	C2	Ottawa	C5	Northland Park / MO 210	D4
KCI / I-29 Industrial	C3	Cameron	D1	Sugar Creek	D4
KCI Air Cargo	C3	Claycomo - Ford	D3	Harrisonville	D5
Riverside	C3	I-35 / US-69 / MO-92 Triangle	D3	Centerpoint - KCS Intermodal	D5
Argentine	C4	Blue River Valley North	D4	Kingsville	D5
I-35 / I-435 / K-10	C4	Blue River Valley South	D4	Lee's Summit South	D5
I-35 / US-69	C4	Blue Springs	D4	Chillicothe	E1
K-7 Corridor	C4	Central Industrial District	D4		
Kaw Valley - K-32/I-435	C4	Fairfax - GM	D4		



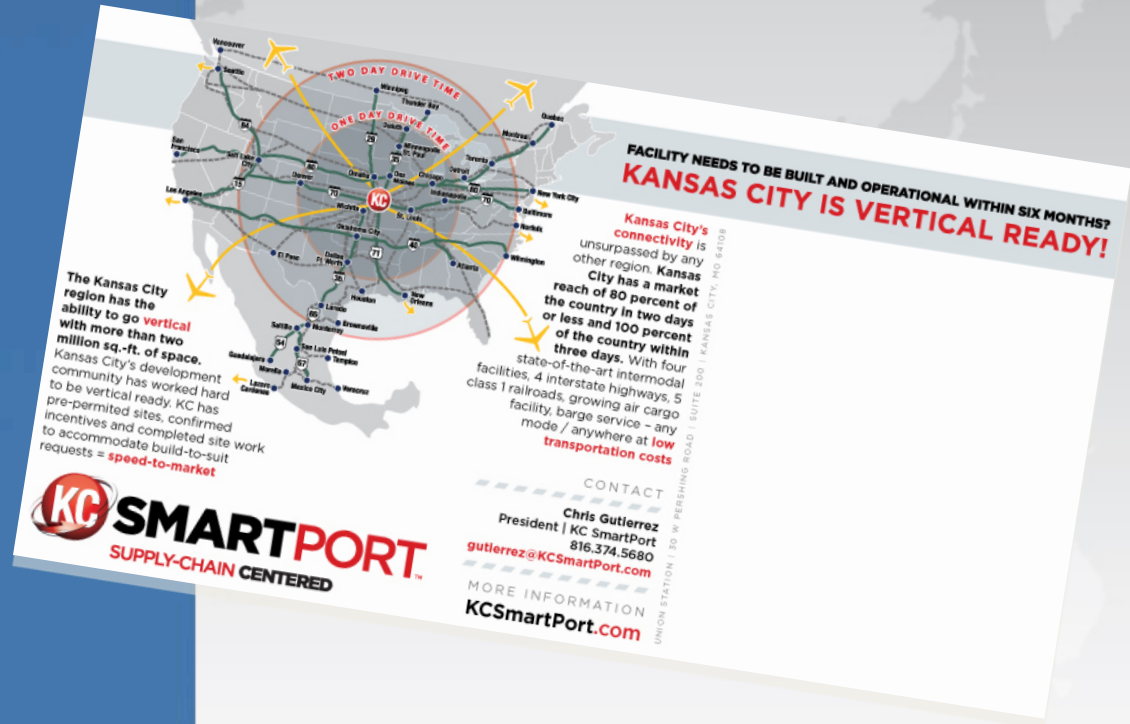
Weighted Ranking of Comparative Cities



CRITICAL ACTIONS SUMMARY

- Focus on transportation-related projects to identify and highlight freight-related benefits
- Expand the use of existing technologies and tools to monitor freight-specific data
- Recognize the Corridors of Freight Significance and conduct regional assessments
- Focus on attraction and retention of transportation and logistics businesses
- Innovate marketing efforts by emphasizing the competitive advantage of the region

POSTCARD CAMPAIGN



VERTICAL READY



POSTCARD CAMPAIGN



The KC region features **4** state-of-the-art intermodal facilities. Plus, access to **5** class one rail lines, **4** interstate highways, major regional air cargo and a national waterway ... basically, it all adds up to centering your supply-chain needs.

KC SMARTPORT
SUPPLY-CHAIN CENTERED









Kansas City





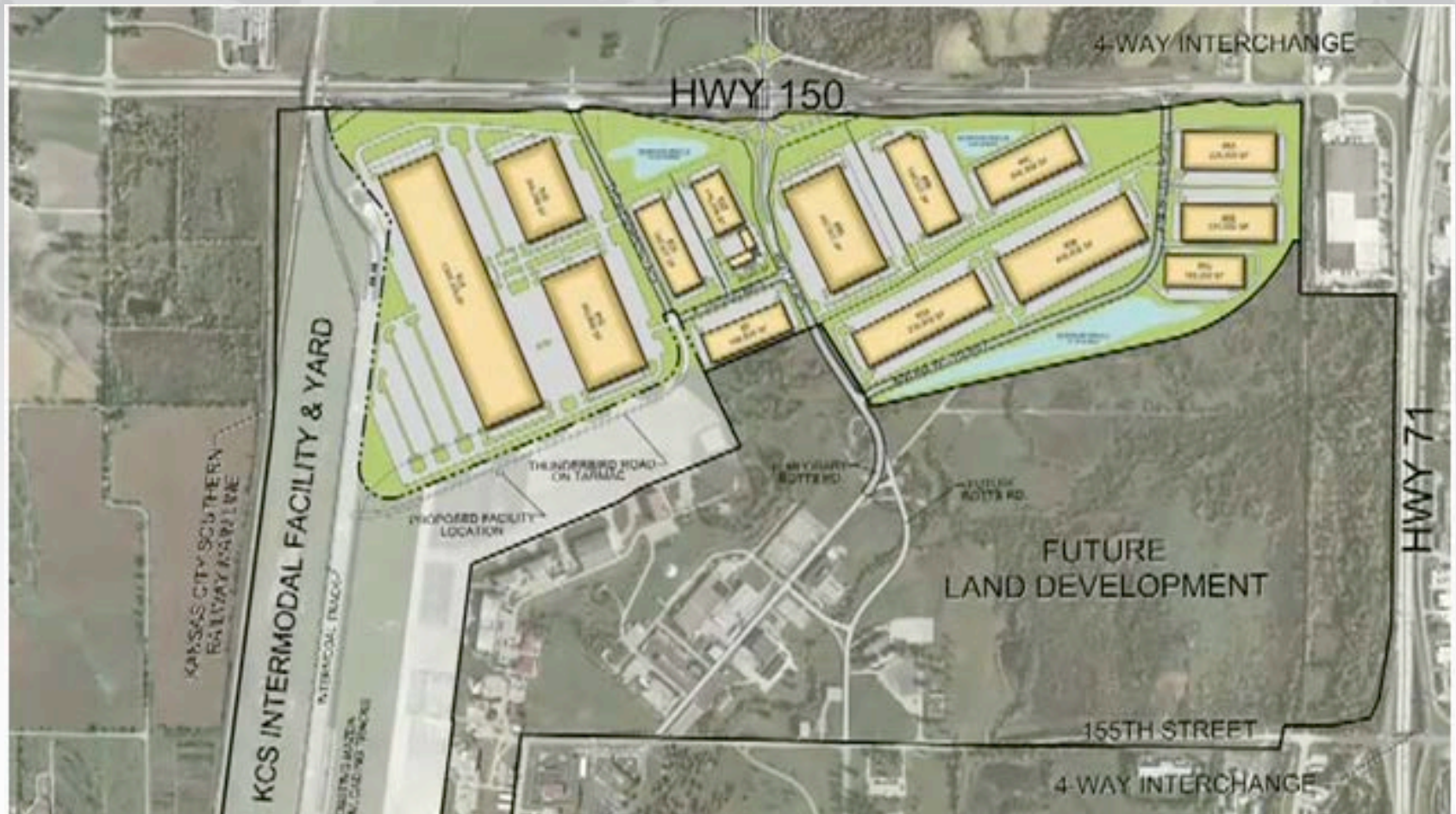
The map displays the Blount International site, a large industrial/warehouse complex. The proposed development is highlighted in a yellow and red border. The site is divided into two main phases: Phase I (407,680 SF) and Phase II (291,200 SF). The site is bounded by NW 104th St to the north, NW 106th St to the south, NW 104th Ave to the west, and NW 106th Ave to the east. The map also shows existing buildings, parking lots, and surrounding infrastructure like the I-285 highway.

Phase	Area (SF)
Phase I	407,680
Phase II	291,200

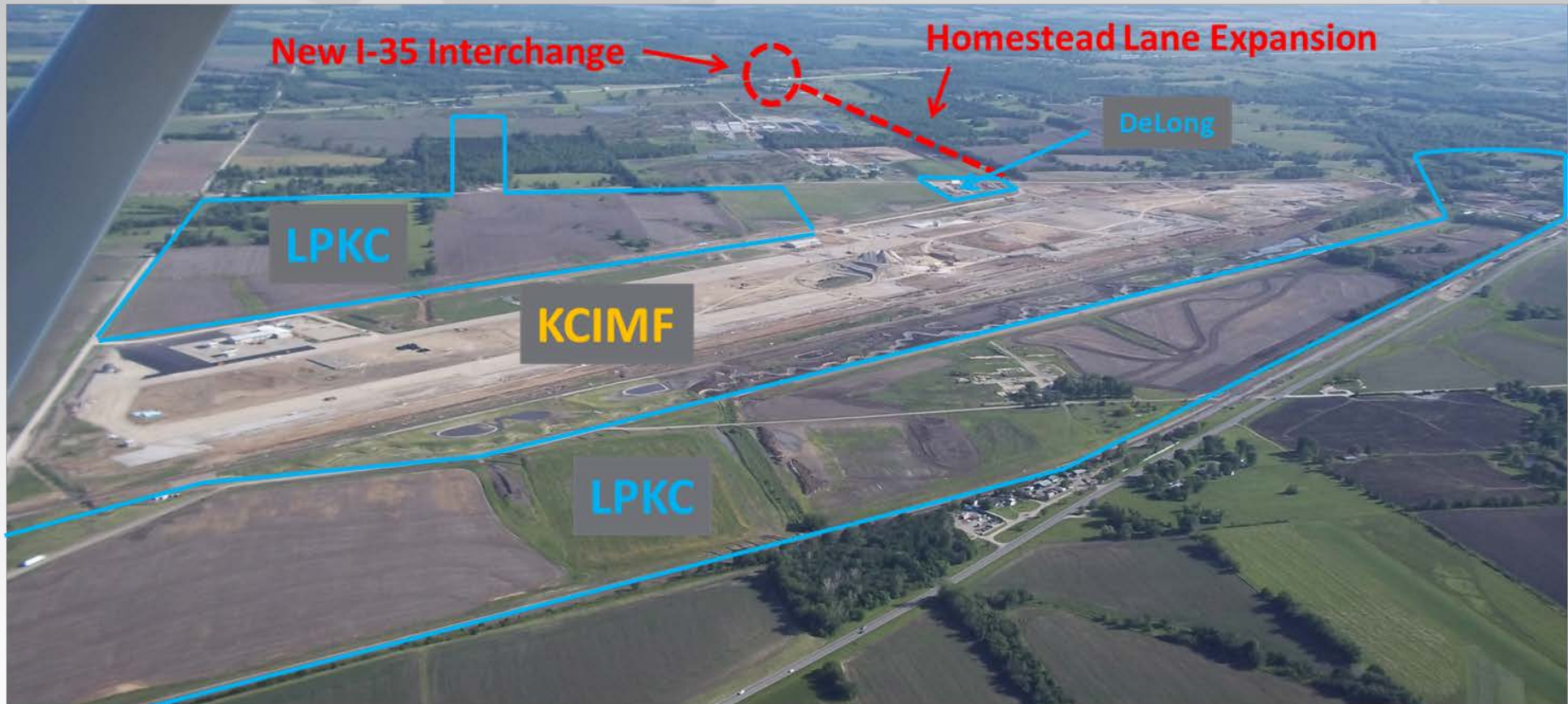
Northland Park



CenterPoint Intermodal Center



Logistics Park - KC



I-35 LOGISTICS PARK

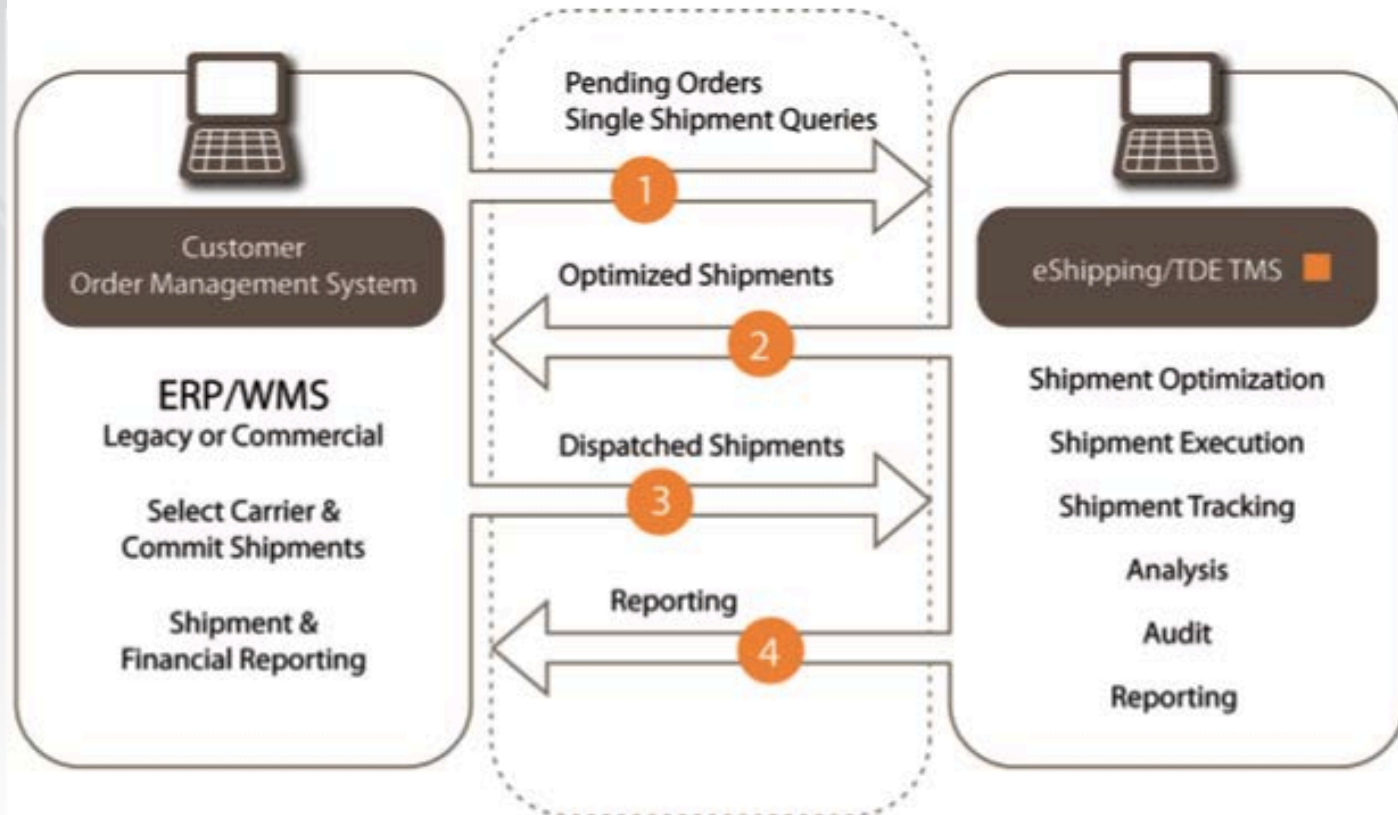




KC SmartPort works with area educational institutions and leading companies in the supply chain industry to identify:

- required skill sets of ideal employees
- needs for a trained workforce
- best way to educate students about career opportunities

TRADE DATA EXCHANGE



Purchase
Order

Mode

Optimization

Tracking

Billing

Data Mining

Contact Information

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NEW HORIZONS

Realizing the Freight Framework

Darren Henderson
Senior Planning Manager

Existing Sun Corridor Organizations Considerations and Possible Roles

Leadership and influence

Incentives

Capabilities

Diverse responsibilities

Differing geographic reach

Essential Partners



A large warehouse with high industrial shelving units filled with boxes and pallets. The shelving units are made of metal and have multiple levels. The boxes are stacked on blue pallets. The floor is polished and reflects the overhead lights. The perspective is from a low angle, looking down a long aisle.

Keys to success

Broad local foundation

Regional agency support

Attract private sector participation

Shared funding responsibility

Best Practice Organizational Elements

	Organization		Purpose			Power Structure			Sector			Responsibilities		
	Unilateral	Multilateral	Freight-Driven	Econ Devel	Frt-Driven Econ Devel	Innate	Delegated	Consensus	Public	Public-Private	Private	Limited (mktg, info sharing, advocacy)	Medium (includes prioritization and funding)	Broad (includes project dev.)
Peer Entity														
Sun Corridor (more likely, not definite)		●			●			●		●			●	
Chicago Region Environmental and Transportation Efficiency Program (CREATE) ¹		●	●					●		●				●
Kansas City SmartPort ²		●			●		●				●		●	
Alameda Corridor Transportation Authority (ACTA) ³		●	●				●		●					●
Florida Seaport Transportation and Economic Development Council ⁴		●			●	●			●				●	
Freight Action Strategy for the Everett-Seattle-Tacoma Corridor (FAST Corridor) ⁵		●	●					●		●			●	

Source: New Horizons for the Sun Corridor, Figure 1, Page 5

Recommendation

Utilize the Joint Planning Advisory Council as the basis for a Sun Corridor Freight Development Council

Sun Corridor reach

Leadership with influence

Local government to shape land use

Regional for project prioritization and funding

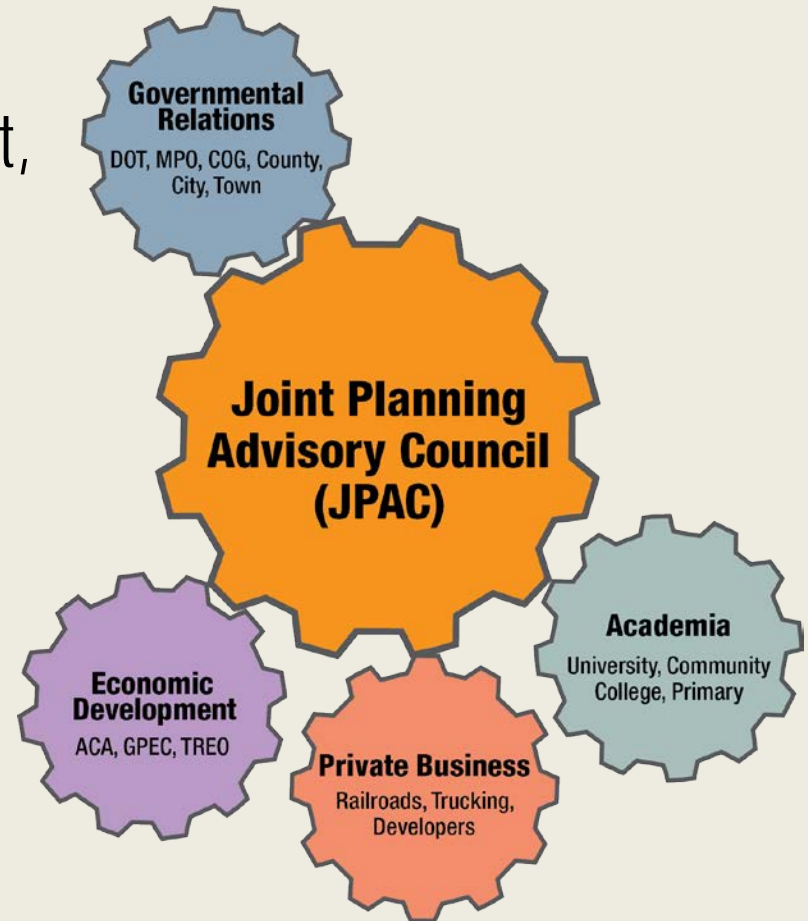
Recommendation

JPAC Freight Development Council

Expand participation to encompass economic development, private business and academia

Enhance coordination with other existing organizations

Provide **dedicated staff** support



Short Term Action Plan for Sun Corridor

Prepare Memorandum of Understanding (MOU) between key partners

Engage private sector from all supply chain functions

Branding and marketing plan

Prepare Business Plans for focus areas

Identify incentives to attract investments

Question

What organization structure do you prefer to advance Sun Corridor freight development?

- ☐ Expanded JPAC
- ☐ JPAC Freight Development Council
- ☐ Other



DISCUSSION

With the Freight Team

Tim Strow

Joe Bryan

Darren Henderson

Tom Hester

Ryan Cook

Question

What organization structure do you prefer to advance Sun Corridor freight development?

- ☐ Expanded JPAC
- ☐ JPAC Freight Development Council
- ☐ Other

Question

If other, what is your recommendation?

- ☐ Arizona Commerce Authority
- ☐ Transportation and Trade Corridor Alliance
- ☐ GPEC / TREO
- ☐ New Organization
- ☐ Other